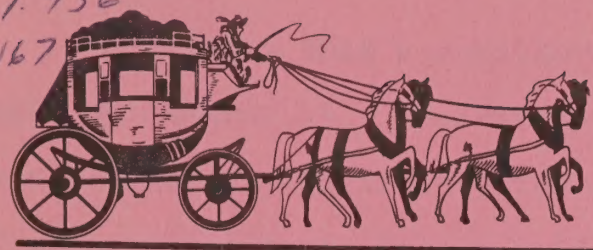

NODAK CROP INSURANCE NEWS

FARGO, NORTH DAKOTA

UNITED STATES DEPARTMENT OF AGRICULTURE

1961 EDITION NO. 1 January 25, 1961

SALES- I sincerely hope that those of you, who were able to attend the sales meeting in Valley City feel as good about it as I do.

When a group of folks get together with the same purpose in mind, it can only result in an increase in business for 1961. In my opinion, your participation, your attention and your discussions made this the most successful sales meeting we ever held. It certainly was a kick-off for some real honest to goodness hard work during the remainder of the time we have for sales.

Some of you already have a good sales program at work. The rest of you will have very quickly, I'm sure. By each of us doing all we can, sales will mount and total up to the goal we need, to show an increase in crops insured for next year.

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A fellow went to a drive-in theater. He watched a love scene for 25 minutes before he realized he was facing the wrong way.

* * * * * * * * * * * * * * *

You came through one of the toughest cancellation periods we ever had and did a fine job, especially those of you who are continuing in crop insurance work.

I notice that a considerable number of reinstatements were made by January 15. Whoever took part in that work is to be commended, too. Generally these insureds will be much better informed and satisfied crop insurance policy holders from now on.

Attached is a report of sales and cancellations received in our office as of January 25. We have broken down the sales by agents and FCIC personnel. With the enthusiasm and good will shown at Valley City, there will be quite a change in the next report, I know. Keep it up and we won't fail.

"A winner never quits and a quitter never wins."

The sales race is on. It's still not too late to get into a choice position on the home stretch. We can, we must and we will increase business for 1961.

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"An essential quality of success is confidence". I know you all have that. Therefore, continually look ahead, never be satisfied and you will succeed.

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SOME SMALL TALK

After attending the Sunday Church service, a woman with a reputation for being critical, was talking to her neighbor. She said the seats were hard, the singing was off key and the preaching was poor.

At that point her little girl who had gone with her, spoke up: "But Mama", she said, "What can you expect for a dime?"

COMING EVENTS

1. Close of the 1961 sales campaign by not later than March 31 although it could be sooner.

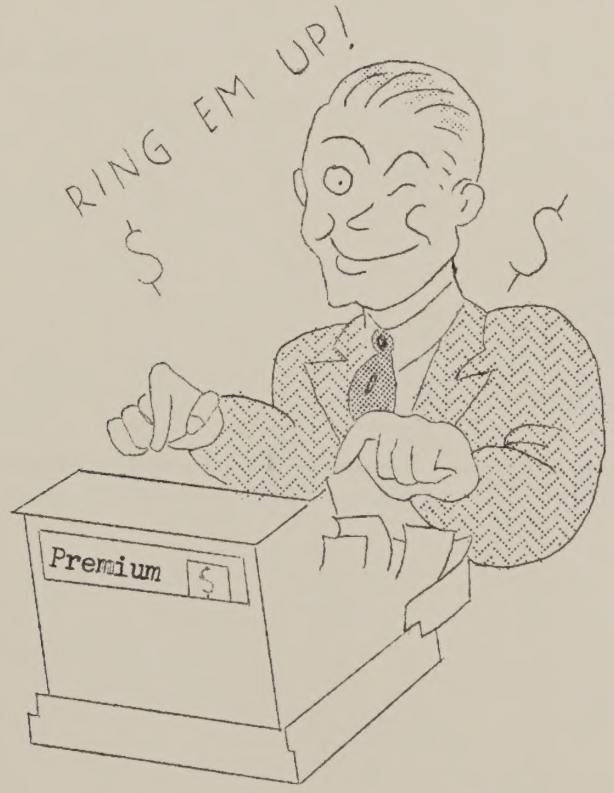
2. Changes in Dollar coverage must be made by March 31. Combined Crop counties have some different dates for different crops.

3. Reconciliation of accounts should be done without any delay.

4. Collect as many of the outstanding 1960 premiums as possible by March 31. You can't afford to lose more business.

5. New Acreage Reports will be used for 1961 for both separate and combined crop contracts. We'll be sending out supplies and procedure soon. The Branch Office will again head up separate crop reports.

6. 1960 Experience listings will be sent to you as soon as we receive them and have checked them.



[illegible]ING POINTS

1. [illegible] of [illegible] [illegible] campaign by not later than March 31 already [illegible] be done.

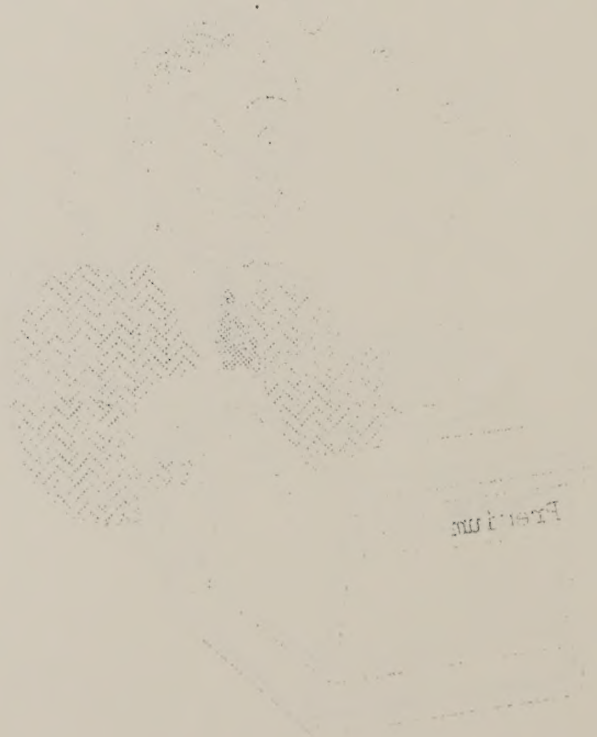
2. Changes in Dollar [illegible] must be made by March 31. Combined Crop counties have some different dates for different crops.

3. [illegible] of accounts should be done without any delay.

4. [illegible] as only if the [illegible] 100% premium is payable by March 31. You can't afford to lose more business.

5. Now Acreage Reports will be made for 100% for separate and combined crop contracts. We'll be sending out supplies and procedure soon. The Branch Office will again head up separate crop reports.

6. 100% Experience Listings will be sent to you as soon as we receive them and have checked them.



STATUS OF SALES CAMPAIGN (As of January 25, 1961)

COUNTY	Cancelled For 1961 Rec'd S.O.	1961 Crops Sold Agent	FCIC	Total	Gain or Loss
(KING's Area)					
Barnes	106	25		25	-81
Cass	237		111	111	-126
Dickey	266		59	59	-207
Griggs	82	3	25	28	-54
LaMoure	278	164		164	-114
Ransom	156	26		26	-130
Richland	170	14		14	-156
Sargent	260	13		13	-247
Steele	143	24		24	-119
Stutsman	350	31	1	32	-318
Traill	143	4		4	-139
TOTALS	2,191	304	196	500	-1,691
(THEXTON's Area)					
Benson	97			0	-97
Cavalier	81	1		1	-80
Eddy	33			0	-33
Foster	11	4		4	-7
Grand Forks	119	56		56	-63
Nelson	44	53		53	+9
Pembina	56	3	16	19	-37
Ramsey	107	1	42	43	-64
Towner	70			0	-70
Walsh	129	24	3	27	-102
TOTALS	747	142	61	203	-544
(SCHONBERGER's Area)					
Bottineau	80	8	70	78	-2
Burke	13	1		1	-12
Divide	24	5	32	37	+13
McHenry	66	6	2	8	-58
McLean	291			0	-291
Mountrail	46	1	1	2	-44
Pierce	106	1		1	-105
Renville	33		2	2	-31
Rolette	29	10		10	-19
Ward	114	8		8	-106
Williams	96	40	54	94	-2
TOTALS	898	80	161	241	-657

[illegible] SALES COMPARED (As of January [illegible], 1961)

COUNTY	Handpicked For 1961 Red S.O.	1961 Carry-over Agent	1961 Carry-over FCIC	Total	Gain or Loss
		(KING'S Area)			
Wanes	306	25		25	-81
Cass	437		111	111	-126
Dickey	266		59	59	-207
Griggs	82	3	25	28	-54
Ransom	278	164		164	-114
Richland	170	6		26	-135
Sargent	260	13		13	-247
Stutsman	143	24		24	-119
[illegible]	150	31	1	32	-318
[illegible]	[illegible]	4		4	-139
TOTALS	[illegible]	244	196	500	-1,591
		(THEXTON's Area)			
Benson	27			0	-27
Cavalier	81	1		1	-80
Eddy	33			0	-33
Foster	11	4		4	-7
Grand Forks	119	56		56	-63
Nelson	44	53		53	+9
Pembina	56	3	16	19	-37
Ramsey	107	1	42	43	-64
Towner	70			0	-70
Walsh	129	24	3	27	-102
TOTALS	747	142	61	203	-544
		(SCHOMBERGER's Area)			
Cavalier	80	8	70	78	-2
Burke	13	1		1	-12
Divide	24	2	32	37	+13
McHenry	56		2	8	-53
McLean	41			0	-41
Mountrail	46	1		2	-44
Pierce	106	1		1	-105
Renville	33		2	2	-31
Rolette	29	10		10	-19
Ward	114	8		8	-106
Williams	96	40	4	94	-2
TOTALS	598	80	101	243	-355

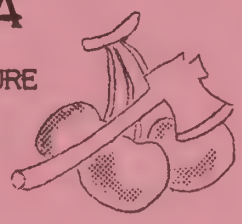
STATUS OF SALES CAMPAIGN (As of January 25, 1961)

COUNTY	Cancelled For 1961 Rec'd S.O.	1961 Crops Sold Agent	FCIC	Total	Gain or Loss
(OLSON's Area)					
Burleigh	59			0	-59
Emmons	35	1		1	-34
Kidder	27	2		2	-25
Logan	43		15	15	-28
McIntosh	79	3		3	-76
Mercer	36	2		2	-34
Morton	82	1	14	15	-67
Oliver	16			0	-16
Sheridan	68	2	1	3	-65
Sioux	14			0	-14
Wells	95	9		9	-86
TOTALS	554	20	30	50	-504
(MARKEL's Area)					
Adams	20			0	-20
Bowman	50		2	2	-48
Dunn	22	2	15	17	-5
Golden Valley	26	1		1	-25
Grant	46		1	1	-45
Hettinger	35		11	11	-24
McKenzie	24			0	-24
Slope	19		4	4	-15
Stark	96		13	13	-83
TOTALS	338	3	46	49	-289
(ALL AREAS)					
King	2,191	304	196	500	-1,691
Thexton	747	142	61	203	-544
Olson	554	20	30	50	-504
Markel	338	3	46	49	-289
Schonberger	898	80	161	241	-657
TOTALS	4,728	549	494	1,043	-3,685

NODAK CROP INSURANCE NEWS

FARGO, NORTH DAKOTA

UNITED STATES DEPARTMENT OF AGRICULTURE



1961 EDITION NO. 2

February 14, 1961

SALES - Time really flies when one keeps busy. I am sure that all of you agents can say the same. The plans you have made, the work you have already done and what still needs to be done by March 31, isn't letting you loaf on the job now. That's the way it should be. Keeping busy with hard work makes us forget about feeling sorry for ourselves and gets results we can get no other way.

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"KILLING TIME IS NOT MURDER, IT'S SUICIDE"

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Everything we have heard or read indicates that our new Secretary of Agriculture is bringing plenty of drive into the Department to say the least. Certainly this is not the time to sit idly by and I know that you agents aren't figuring on doing so because you don't want to be run over by the up and coming spirit we have needed for such a long time in Crop Insurance. By each of us adopting the same attitude, our sales program will end with a bang for 1961.

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"SUCCESS COMES FROM HOPPING . . . . NOT HOPING"

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Now a few pointers to remember in selling might be in order: You might say - -

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"CROP INSURANCE PROTECTS YOU EVERY HOUR OF EVERY DAY" - or

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"THE MONEY A FARMER SPENDS TO PRODUCE A CROP IS GONE" - -

* * * * * * * * * * *

"LET'S PUT A GUARANTEED PRODUCTION PLAN TO WORK FOR YOU".

THIS MIGHT BE WORTH A TRY

The Ozark mountain daughter was sent away for the first time to a fancy Eastern college. After a few months she wrote her mother: "Mother, I made the pep squad and I need $5 for pep pants. In a short time her mother's letter arrived and said:

"Here is the $5 for your pep pants, and another $5, please send your father a pair."

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COMING EVENTS

1. District Directors meet in State Office on February 16 - 17
2. Sales campaign continues.
3. Reconciliation of accounts must be completed without further delay. Only a few counties aren't through.
4. Letters to indebted insureds will be mailed out from the State Office by March 1.
5. Collect 1960 premiums before March 31. Save a crop with each collection.
6. Do preliminary work on acreage reports wherever possible. You have the procedures and headed up reports from the Branch Office.
7. 1960 Experience listings will be sent to you as soon as possible. We are still waiting for them.

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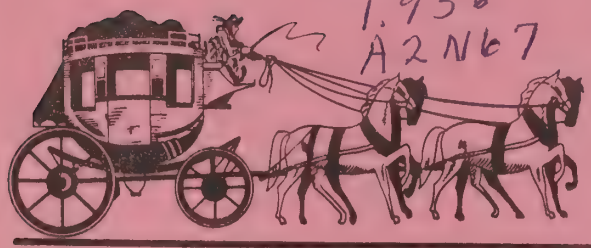
"Accomplishment in this life requires co-operation. Even holding your nose to the grindstone gets no results unless someone is turning the thing."

STATUS OF SALES CAMPAIGN (As of February 10, 1961)

COUNTY	Cancelled For 1961 Rec'd S.O.	Total 1961 Crops Sold	Gain or Loss
(KING'S AREA)			
Barnes	106	27	-79
Cass	235	112	-123
Dickey	268	63	-205
Griggs	82	28	-54
LaMoure	278	164	-114
Ransom	156	26	-130
Richland	169	14	-155
Sargent	260	13	-247
Steele	143	30	-113
Stutsman	350	77	-273
Traill	146	12	-134
Totals	2,193	566	-1,627
(THEXTON'S AREA)			
Benson	97	0	-97
Cavalier	81	1	-80
Eddy	33	0	-33
Foster	11	4	-7
Grand Forks	119	56	-63
Nelson	44	53	+9
Pembina	56	23	-33
Ramsey	107	43	-64
Towner	69	4	-65
Walsh	129	27	-102
Totals	746	211	-535
(SCHONBERGER'S AREA)			
Bottineau	79	82	+3
Burke	13	1	-12
Divide	25	37	+12
McHenry	68	8	-60
McLean	291	1	-290
Mountrail	46	2	-44
Pierce	106	1	-105
Renville	33	2	-31
Rolette	29	10	-19
Ward	113	8	-105
Williams	96	97	+1
TOTALS	899	249	-650

STATUS OF SALES CAMPAIGN (As of February 10, 1961)

COUNTY	Cancelled For 1961 Rec'd S.O.	Total 1961 Crops Sold	Gain or Loss
(OLSON'S AREA)			
Burleigh	59	0	-59
Emmons	35	1	-34
Kidder	27	2	-25
Logan	43	15	-28
McIntosh	79	3	-76
Mercer	36	2	-34
Morton	82	23	-59
Oliver	16	2	-14
Sheridan	69	3	-66
Sioux	14	0	-14
Wells	95	17	-78
Totals	555	68	-487
(MARKEL'S AREA)			
Adams	18	1	-17
Bowman	50	2	-48
Dunn	19	27	+8
Golden Valley	26	1	-25
Grant	47	1	-46
Hettinger	34	41	+7
McKenzie	24	0	-24
Slope	19	5	-14
Stark	96	26	-70
Totals	333	104	-229
(ALL AREAS)			
King	2,193	566	-1,627
Thexton	746	211	-535
Olson	555	68	-487
Markel	333	104	-229
Schonberger	899	249	-650
Totals	4,726	1,198	-3,528



NODAK CROP INSURANCE NEWS

FARGO, NORTH DAKOTA

UNITED STATES DEPARTMENT OF AGRICULTURE

1961 EDITION NO. 3 February 28, 1961

SALES - By the time you receive this issue of the Nodak News, the calendar will have been turned and we will be in the last month of our 1961 sales campaign.

It was in February of 1960 that we started to send you the first material on the new guaranteed production plan and as time went on we sent more, had meetings and discussed the pros and cons of the plan. You have been presenting it to your insureds and prospects for more than a year. Does it really seem that long? The results will be known on April 1, 1961 when you total up the sales you have made and the number of insureds who have made new dollar selections.

STATUS OF SALES CAMPAIGN - The attached report is broken down again by agent and FCIC fieldman sales. Sales by FCIC fieldmen now exceed those made by agents. Since there are more agents and people working for agents than there are fieldmen, we would expect the agents to lead when the campaign is over. Will you?

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"Studying and applying salesmanship is like making love to a widow; you can't overdo it."

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As of February 25, our deficit was 3,345 crops and we will probably lose over 500 crops because of unpaid premiums, so we need about 4000 more sales to show an increase in crops over 1960. Impossible to obtain??? 77 crop sales in every county WILL do it. Many can get more and will.

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"Activity breeds activity."

There were 25 working days starting February 27 and ending March 31 if you count only Monday through Friday each week. But, on that basis 3 crop sales per day in every county would come to 3,900. We know that most of you do work on crop insurance over the week ends so your working days are increased. It will take work to get the increase, but it could be done.

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"The right angle to approach the sales problem is the "Try Angle."

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From the Washington Report of 2/24/61 to the field:

"The March issue of Successful Farming carries a two-column article entitled, "Federal Crop Insurance, How to Use It." The article was authored by Fred Bailey, Jr., of National Agricultural Research, Inc., and is very well written. Since the magazine has its largest circulation in the Midwest, corn was used to illustrate how the new guaranteed production plan operates. It emphasizes the importance of our quality protection for corn and gives a simple explanation of how a quality loss is determined which the reader should clearly understand."

"Articles of this kind should be of material help toward improving the farmer's understanding of all-risk crop insurance and can be of considerable value in dispelling misinformation which seems to have its special means of publicity."

"We understand that the Successful Farming magazine has a circulation of well over a million and reaches into most all agricultural areas. You may wish to bring the article to the attention of your agents and others working with crop insurance throughout the state. If they can obtain a copy of the magazine it should serve as another visual sales tool. Salesmen should ask farmers if they have read the article. Adjusters who have trouble getting insureds to understand the adjustment for quality can show them how we try to publicize exactly how the protection operates."

Again from the February 24 Report to the field we quote the following:

"The Direct Approach on Continuous Protection-- Undoubtedly most agents, salesmen and those assisting in sales training feel that the basic principle of insurance and the continuous protection feature of our contract are so synonymous that if we get the application signed the insured has an appreciation of the importance of continuous protection."

A review of our cancellation record over the years strongly indicates that our selling emphasis of the most important benefit of our policy must be greatly increased. To assume when the prospect buys that he fully recognizes this most important benefit to say the least is unfortunate. He buys what we sell and if we fail to sell continuing protection and get him to see and understand its relative

importance in the protection he buys, we are letting him down."

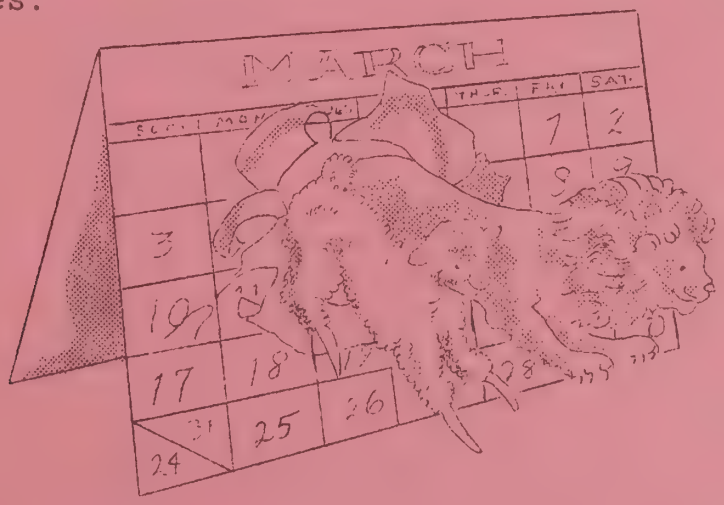
"Instead of applying the soft pedal to the continuing aspect of the contract in fear of having them back out of signing we need to hit with full force in making him realize that he is signing or has signed a continuous contract and provide him the reasons that make this the only sound way to buy this kind of protection."

"The protection from planting through harvest against more than 118 causes of damage for which we have paid indemnitites is of little help or comfort to the farmer who has dropped his insurance because we failed to convince him that 5, 10 or 15 years with no loss did not mean that a loss couldn't occur in the next 5, 10 or 15 years. Some insureds arrive at a false conclusion that they are wasting their premium money when they go a long period of years and have no loss. Those who have carried it for one or more years without a loss and drop it for this reason and then suffer a loss without having the protection might rightly feel this way."

"Only the unfortunate can look at their insurance experience and see where they have collected more from insurance than they paid in premium When people clearly understand the insurance they know their individual experience cannot serve as a safe guide to their future needs for insurance protection."

The real value of insurance is that when a loss strikes the money is there to lessen the financial setback to the person suffering the loss. The most important feature of the crop insurance contract is that his investment will be protected against loss every year so long as the insured keeps his premium paid and follows good farming practices. We must place much greater emphasis on the importance of this contract benefit as all of the other broad protection features could be of little value if he fails to buy this one most important benefit."

Did you know - that class A TV time costs $1.45 per second when you want to sponsor a 10 second ad? That's right, $14.50 for a 10 second spot. That's what agents in Schonberger's area have purchased to aid their sales campaign. How valuable is your time? And, are you making the best use of it? All of us could make better use of the time allotted us each day for carrying out our responsibilities.



KETTWIG REPORTS - While driving recently along a country road (won't mention speed) I killed a rooster. Wanting to do the right thing I drove into the farmer's yard who owned the rooster, sold him crop insurance then apologetically I told him I had killed his rooster but would be glad to replace him. "Fine", said the farmer "but first let me hear you crow." Immediately I knew I hadn't communicated clearly so told him I would buy another rooster.

But you can give me something to crow about by getting cancellations back before 1961 sales end. I assure you I will crow about that to the whole U. S. even if I have to call on Joe to help me out.

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COMING EVENTS

1. Sales campaign in full swing until sales are closed or March 31, whichever is earlier.

2. New dollar selections can be made through March 31.

3. Valley City Winter Show starts March 6. FCIC Agents will again have a booth.

4. Premium collections must be made by March 31 to keep a crop in force. Every crop saved means one less crop sale needed to show an increase.

5. Acreage report meetings in April. Details later.

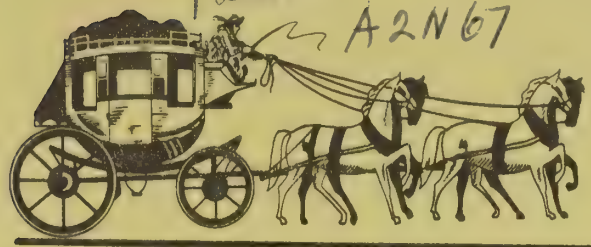
6. Loss adjustment meeting in April. Details later.

STATUS OF SALES CAMPAIGN (As of February 25, 1961)

COUNTY	Cancelled For 1961 Rec'd S.O.	1961 Agent	Crops FCIC	Sold Total	Gain or Loss
(KING's Area)					
Barnes	106	31		31	-75
Cass	239		119	119	-120
Griggs	82	3	25	28	-54
Dickey	268		97	97	-171
LaMoure	278	164		164	-114
Ransom	156	26		26	-130
Richland	169	14		14	-155
Sargent	260	13		13	-247
Steele	143	34		34	-109
Stutsman	350	94	1	95	-255
Traill	146	12		12	-134
TOTALS	2,197	391	242	633	-1,564
(THEXTON's Area)					
Benson	97			0	-97
Cavalier	81	1		1	-80
Eddy	33			0	-33
Foster	11	4		4	-7
Grand Forks	119	56		56	-63
Nelson	44	53		53	+9
Pembina	56	7	16	23	-33
Ramsey	107	1	42	43	-64
Towner	69	4		4	-65
Walsh	129	6	21	27	-102
TOTALS	746	132	79	211	-535
(SCHONBERGER's Area)					
Bottineau	80	11	74	85	+5
Burke	13	1		1	-12
Divide	25	5	32	37	+12
McHenry	68	7	2	9	-59
McLean	292	1		1	-291
Mountrail	46		2	2	-44
Pierce	106	1		1	-105
Renville	33	1	21	22	-11
Rolette	29	12		12	-17
Ward	113	11	11	22	-91
Williams	96	52	54	106	+10
TOTALS	901	102	196	298	-603

STATUS OF SALES CAMPAIGN (As of February 25, 1961)

COUNTY	Cancelled For 1961 Rec'd S.O.	1961 Agent	Crops FCIC	Sold Total	Gain or Loss
(OLSON's Area)					
Burleigh	59			0	-59
Emmons	36	1		1	-35
Kidder	28	2		2	-26
Logan	43		26	26	-17
McIntosh	79	3		3	-76
Mercer	36	2	10	12	-24
Morton	82	1	22	23	-59
Oliver	16	1	1	2	-14
Sheridan	69	5	1	6	-63
Sioux	14			0	-14
Wells	95	17	4	21	-74
TOTALS	557	32	64	96	-461
(MARKEL's Area)					
Adams	18		18	18	0
Bowman	50		2	2	-48
Dunn	19	2	29	31	+12
Golden Valley	26	1		1	-25
Grant	47		1	1	-46
Hettinger	34		54	54	+20
McKenzie	24			0	-24
Slope	19		5	5	-14
Stark	96		39	39	-57
TOTALS	333	3	148	151	-182
(ALL AREAS)					
King	2,197	391	242	633	-1,564
Thexton	746	132	79	211	-535
Olson	557	32	64	96	-461
Markel	333	3	148	151	-182
Schonberger	901	102	196	298	-603
TOTALS	4,734	660	729	1,389	-3,345



FARGO, NORTH DAKOTA

UNITED STATES DEPARTMENT OF AGRICULTURE

NODAK CROP INSURANCE NEWS

1961 Edition No. 4 March 13, 1961

SALES - 7 Counties have moved into the plus category on the basis of our records as of March 10. Director Thexton has one, Director Schonberger has 3 and Director Markel has 3. Several other counties are very close and will undoubtedly be in the plus group when we receive their next transmittals of new business.

The job remaining to be done in the final three weeks of the campaign is big but with every one devoting their full time to the making of contacts it will get done and we will have the increase in business that we expect.

NEW DOLLAR SELECTIONS - The use of letters during the past few weeks has resulted in a large number of new dollar selections being made. It has also provided the opportunity for explaining the guaranteed production plan in more detail. Some counties will have almost every insured with new selections for 1961. As we obtain 1961 acreage reports we should also try to get the dollar selections made for 1962 where this was not done.

COLLECTIONS - Don't overlook any opportunity to collect 1960 premiums before March 31, 1961. Adjuster Mark Johnson has been working in Director Markel's area for the past two weeks and his efforts have resulted in keeping a good number of contracts in force. Our letter writing and your efforts have also brought in the unpaid premiums. Let's hold the number of terminations for debts to the lowest possible figure.

ACREAGE REPORTS - We have been advised that the new combined crop reports will be shipped about March 17 to us. Combined crop acreage report procedure should reach us in a few days. We will send the reports and procedures to you as soon as we get them. Orders for worksheets, letters, etc will be filled as received.

EXPERIENCE LISTINGS - We should get them this week and will send your copy to you immediately and then advise you of corrections, if any, as we record to our experience cards.

FORMS 812 and 812A - Please transmit new applications, add-ons and dollar selections as soon as possible. With respect to new business there is no contract in force until we accept the applications. An applicant can cancel, if his request is filed before acceptance.

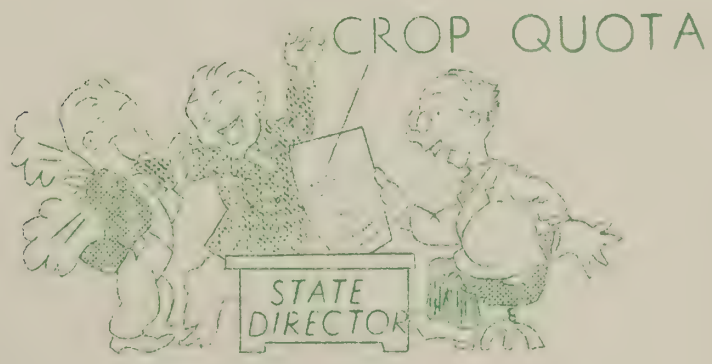
FIGURES COUNT

STATUS OF SALES CAMPAIGN (As of March 10, 1961)

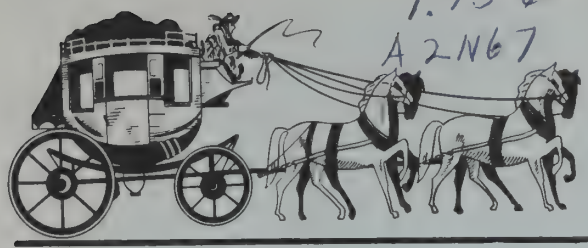
COUNTY	Cancelled For 1961 Rec'd S.O.	Total 1961 Crops Sold	Gain or Loss
	(KING'S AREA)		
Barnes	109	56	-53
Cass	242	123	-119
Dickey	268	97	-171
Griggs	82	28	-54
LaMoure	278	203	-75
Ransom	156	26	-130
Richland	169	19	-150
Sargent	260	13	-247
Steele	143	34	-109
Stutsman	348	131	-217
Traill	146	12	-134
TOTALS	2,201	742	-1,459
	(THEXTON'S AREA)		
Benson	98	38	-60
Cavalier	81	1	-80
Eddy	33	16	-17
Foster	11	4	-7
Grand Forks	124	57	-67
Nelson	44	56	+12
Pembina	56	23	-33
Ramsey	107	43	-64
Towner	69	4	-65
Walsh	129	27	-102
TOTALS	752	269	-483
	(SCHONBERGER'S AREA)		
Bottineau	82	96	+14
Burke	13	1	-12
Divide	25	44	+19
McHenry	68	11	-57
McLean	292	1	-291
Mountrail	46	1	-45
Pierce	107	5	-102
Renville	33	30	-3
Rolette	29	21	-8
Ward	113	30	-83
Williams	96	114	+18
TOTALS	904	354	-550

STATUS OF SALES CAMPAIGN (As of March 10, 1961)

COUNTY	Cancelled For 1961 Rec'd S.O.	Total 1961 Crops Sold	Gain or Loss
(OLSON'S AREA)			
Burleigh	59	0	-59
Emmons	36	1	-35
Kidder	28	2	-26
Logan	43	26	-17
McIntosh	79	3	-76
Mercer	36	12	-24
Morton	82	23	-59
Oliver	16	4	-12
Sheridan	70	8	-62
Sioux	14	0	-14
Wells	95	31	-64
TOTALS	558	110	-448
(MARKEL's AREA)			
Adams	18	46	+28
Bowman	50	4	-46
Dunn	19	34	+15
Golden Valley	26	2	-24
Grant	47	3	-44
Hettinger	34	88	+54
McKenzie	24	0	-24
Slope	19	5	-14
Stark	96	42	-54
TOTALS	333	224	-109
(ALL AREAS)			
King	2,201	742	-1,459
Thexton	752	269	-483
Olson	558	110	-448
Markel	333	224	-109
Schonberger	904	354	-550
TOTALS	4,748	1,699	-3,049



"WHO WILL BE FIRST"



NODAK CROP INSURANCE NEWS

FARGO, NORTH DAKOTA

UNITED STATES DEPARTMENT OF AGRICULTURE

1961 Edition No. 5 March 27, 1961

SALES - The campaign ends on March 31, 1961. Put on that extra spurt, now that you are in the home stretch, this week is it.

Will the unsubmitted applications and the sales made in the last few days be sufficient to show an increase in business? We hope so. Many hours of hard work have been put in since we started to present the 1961 program to our insureds and prospects. The results will be known before too long.

All applications should be submitted as soon as possible after March 31. We want to get them processed and get the decks cleared for the next job which is the obtaining of acreage reports.

Dollar selections should also be transmitted as soon as possible.

Make as many collections as possible by March 31.

NEW MANAGER IS ANNOUNCED - This is the news I have been patiently waiting for. It gives me great pleasure to pass it on to each and everyone of you. As the announcement was received by our office today from Washington, we are sending it out word for word.

"Mr. John N. Luft was appointed as Manager of Federal Crop Insurance Corporation effective March 20, 1961. Mr. Luft is a farmer - businessman and banker from LaCrosse (Rush County), Kansas. He raises wheat and grain sorghums on his dry land and irrigated farm. He also is a Polled Hereford breeder and a member of the National Polled Hereford Association. Most interesting to us is that Mr. Luft has been a crop insurance policyholder continuously since 1939 and has always been an enthusiastic supporter of the crop insurance programs. From 1936 to 1939 he was both a Community and County Committeeman for the AAA and from 1939 to 1942 he was a Farmer Fieldman for AAA. Prior to this he had experience as a Field Inspector for the Production Credit Association in Kansas. From 1942 to 1945 he was Agricultural Administrator of the War Bond Sales Program for the State of Kansas."

"Our new Manager has been a Ford dealer and for 15 years a member of the Ford Advertising Committee for the Kansas City District covering the Midwest Area which has given him a valuable background in the fields of sales, public relations and advertising. He has also been President of his Chamber of Commerce and very active on the hospital board and in many other civic and public affairs."

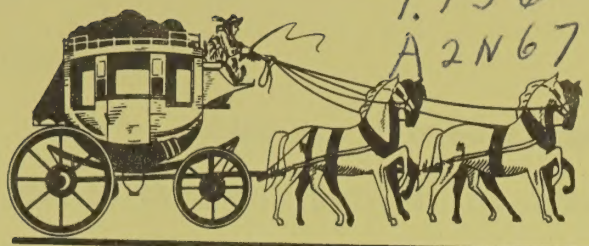
"AREA DIRECTOR ANDERSON HAS OPERATION - We have received word that Area Director E. W. Anderson has had surgery in a Denver hospital but expected to be able to go to his home, 115 Jersey Street, Denver, Colorado, by March 25 or 26. I am sure Ervin would enjoy hearing from his friends during his recuperation."

STATUS OF SALES CAMPAIGN (As of March 25, 1961)

COUNTY	Cancelled For 1961 Rec'd S.O.	1961 Agent	Crops FCIC	Sold Total	Gain or Loss
(KING'S AREA)					
Barnes	110	62	3	65	-45
Cass	246		123	123	-123
Dickey	268	103	103		-165
Griggs	83	3	31	34	-49
LaMoure	278	240		240	-38
Ransom	156	42	70	112	-44
Richland	169	27		27	-142
Sargent	260	14	3	17	-243
Steele	143	34		34	-109
Stutsman	347	149	20	169	-178
Traill	146	40	3	43	-103
TOTALS	2206	611	356	967	-1239
(THEXTON'S AREA)					
Benson	98	1	38	39	-59
Cavalier	84	2		2	-82
Eddy	33	1	15	16	-17
Foster	11	7		7	-4
Grand Forks	124	68		68	-56
Nelson	44	55	2	57	+13
Pembina	56	22	16	38	-18
Ramsey	108	4	57	61	-47
Towner	69	7	27	34	-35
Walsh	129	44	21	65	-64
TOTALS	756	211	176	387	-369
(SCHONBERGER'S AREA)					
Bottineau	84	36	74	110	+26
Burke	13	7		7	-6
Divide	25	20	33	53	+28
McHenry	68	10	2	12	-56
McLean	294	9	22	31	-263
Mountrail	49	8	2	10	-39
Pierce	107	9		9	-98
Renville	33	4	30	34	+1
Rolette	29	25		25	-4
Ward	113	16	14	30	-83
Williams	96	67	56	123	+27
TOTALS	911	211	233	444	-467

STATUS OF SALES CAMPAIGN (As of March 25, 1961)

COUNTY	Cancelled For 1961 Rec'd S.O.	1961 Agent	Crops FCIC	Sold Total	Gain or Loss
(OLSON'S AREA)					
Burleigh	59			0	-59
Emmons	38	1		1	-37
Kidder	28	2		2	-26
Logan	43		26	26	-17
McIntosh	80	3		3	-77
Mercer	36	2	10	12	-24
Morton	81	6	22	28	-53
Oliver	16	5	1	6	-10
Sheridan	70	6	2	8	-62
Sioux	14		9	9	-5
Wells	96	35	7	42	-54
TOTALS	561	60	77	137	-424
(MARKEL'S AREA)					
Adams	18	4	76	80	+62
Bowman	50	1	4	5	-45
Dunn	19	3	36	39	+20
Golden Valley	26	5		5	-21
Grant	47	6	3	9	-38
Hettinger	34	6	89	95	+61
McKenzie	24			0	-24
Slope	19		5	5	-14
Stark	96	1	43	44	-52
TOTALS	333	26	256	282	-51
(ALL AREAS)					
King	2206	611	356	967	-1239
Thexton	756	211	176	387	-369
Schonberger	911	211	233	444	-467
Olson	561	60	77	137	-424
Markel	333	26	256	282	-51
TOTALS	4767	1119	1098	2217	-2550



NODAK CROP INSURANCE NEWS

FARGO, NORTH DAKOTA

UNITED STATES DEPARTMENT OF AGRICULTURE

1961 Edition No. 6 May 17, 1961

SALES FOR 1961 - The enclosed report was made up as of May 4, 1961 and shows the gain or loss in each county. There may be minor changes as crop counts are corrected and for various other reasons. But, past experience indicates that the State totals will change only slightly.

The records show that Directors Markel and Schonberger came up with an increase in their areas. Our congratulations to you, to your fieldmen and to the agents that made this possible. 21 Counties in the State have more crops covered for 1961 than in 1960. Those range from a plus one in Kidder County to a plus 83 in Williams. Our congratulations go to the plus counties, too. To all of you above, it was a job well done.

While we have a loss in crops covered from 1960 we expect to increase the premium by a considerable amount because larger contracts were sold and dollar selections were upward. Also, we cleaned out a lot of "deadwood" for 1961 by terminating a large number of "No grower" contracts. We have less business but it is better business.

The books are closed on the 1961 campaign except for analyzing the weak points and doing something about them for 1962. Analyze your operations and make the necessary corrections for 1962 now while everything you did or didn't do is still fresh in your minds, especially if you failed to maintain your business.

ACREAGE REPORTS - Are starting to come in. Few suspensions have been necessary but we are making quite a few exceptions in some counties. Some may seem minor but remember that the Branch Office looks at reports in addition to the State Office and they are further away from the source and need the correct data and it must be readable. We would suggest that everyone working on acreage reports should study the procedure again and especially Supplement 2 pertaining to Separate Crop reports. The answers are in this release to most of the exceptions made to date.

Move acreage reports in as fast as possible. Make as many collections as you can. Every one collected with the acreage report reduces the chance for cancellation on it by at least 95%.

COMPLIANCE WITH POSTAL REGULATIONS - The Corporation was advised recently that some agents have used for personal purposes, postage and fees paid envelopes furnished by the Corporation.

Their use, as we have said so often is strictly limited to matters relating solely to the official business of the Corporation. We feel sure none of our agents have done this but want to pass this on to you again as a warning. The Postal Department does check our use of postage paid envelopes. A heavy fine can be levied if this regulation is violated.

RK